Innovation and Advanced Learning

Annual Report 2008-2009

Prince Edward Island
CANADA

Innovation and
Advanced Learning

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Minister's Message

The Honourable Barbara Hagerman
Lieutenant Governor
Province of Prince Edward Island

I am very pleased to submit for your review the annual report for the Department of Innovation and Advanced Learning for the fiscal year 2008-2009.

In the report you will find a summary of the activities of the department for the past year as well as the financial statements.

I look forward to continuing the challenging and rewarding work of building a strong economy on Prince Edward Island

Your Obedient Servant,

Allan V. Campbell

Allan V. Campbell, *Minister*
Innovation and Advanced Learning

Deputy Minister's Message

To the Honourable Allan Campbell
Minister of Innovation and Advanced Learning

Dear Minister,

It is my pleasure to submit the 2008-2009 Annual Report for the Department of Innovation and Advanced Learning.

It is my privilege to serve as deputy minister in the department tasked with implementing the government's economic strategy, Island Prosperity - A Focus for Change. I am very pleased with the progress we have made diversifying the economy and generating new economic opportunities for all Islanders.

I would like to thank staff who have worked diligently during the past year to assist government in meeting its objective of creating a strong, vibrant economy. I look forward to continuing this important work.

Respectfully submitted,

Michael Mayne
Deputy Minister

Overview/Survol

In April 2008, the Department of Innovation and Advanced Learning was established to lead the implementation of government's five-year economic strategy, Island Prosperity - A Focus For Change.

The department played a leadership role in the development and delivery of this comprehensive strategy which calls for investments in people, in innovation, and in strategic economic infrastructure.

The department was restructured to include a higher education division to link innovation and learning. To refocus its business services and supports, PEI Business Development will be launched as Innovation PEI. In alignment with the Island Prosperity Strategy, programs will concentrate on diversifying the economy by encouraging the development of new products for the marketplace.

A series of new initiatives were implemented to advance innovation and the growth of the priority sectors of bioscience, including agriculture and fisheries, aerospace, information technology, and renewable energy.

The department also played a lead role in building relationships between industry and research organizations to create an economic environment that supports innovation, productivity and competitiveness.

En avril 2008, le ministère de l'Innovation et des Études supérieures a été établi afin de diriger la mise en oeuvre de la stratégie économique quinquennale du gouvernement intitulée *La prospérité insulaire - Cap sur le changement.*

Le ministère a joué un rôle de premier plan dans l'élaboration et la prestation de cette stratégie exhaustive qui exige des investissements dans les gens, dans l'innovation et dans l'infrastructure économique stratégique.

Le ministère a connu une restructuration afin d'inclure la division des études supérieures, liant l'innovation et l'apprentissage. Pour réorienter ses services et soutiens commerciaux, Expansion des affaires Î.-P.-É. sera connu comme Innovation Î.-P.-É. Conforme à la stratégie sur la prospérité insulaire, les programmes viseront la diversification de l'économie en encourageant le développement de nouveaux produits pour le marché.

Par ailleurs, une série de nouvelles initiatives ont été mises en oeuvre pour faire avancer l'innovation et la croissance des secteurs prioritaires des sciences biologiques, y compris l'agriculture, les pêches, l'aérospatiale, la technologie de l'information et l'énergie renouvelable.

Le ministère a aussi joué un rôle de premier plan à tisser des liens entre l'industrie et des organisations de recherche pour créer un environnement économique qui favorise l'innovation, la productivité et la compétitivité.

Our Vision

The Department of Innovation and Advanced Learning is directing its efforts towards diversifying the economy and generating growth in priority sectors through innovation and competitiveness creating new economic opportunities for Islanders all across Prince Edward Island.

Our Mission

The focus of the Department of Innovation and Advanced Learning is to diversify the economy and create a more innovative-driven economy that offers Islanders skilled, well-paid, year-round employment opportunities. Increasing and improving the post-secondary training and education opportunities available all across Prince Edward Island is a priority to ensure Islanders have access to the training and education required to participate in PEI's labour force.

Legislative and Other Responsibilities Assigned to the Minister of Innovation and Advanced Learning

Acts/Statutes

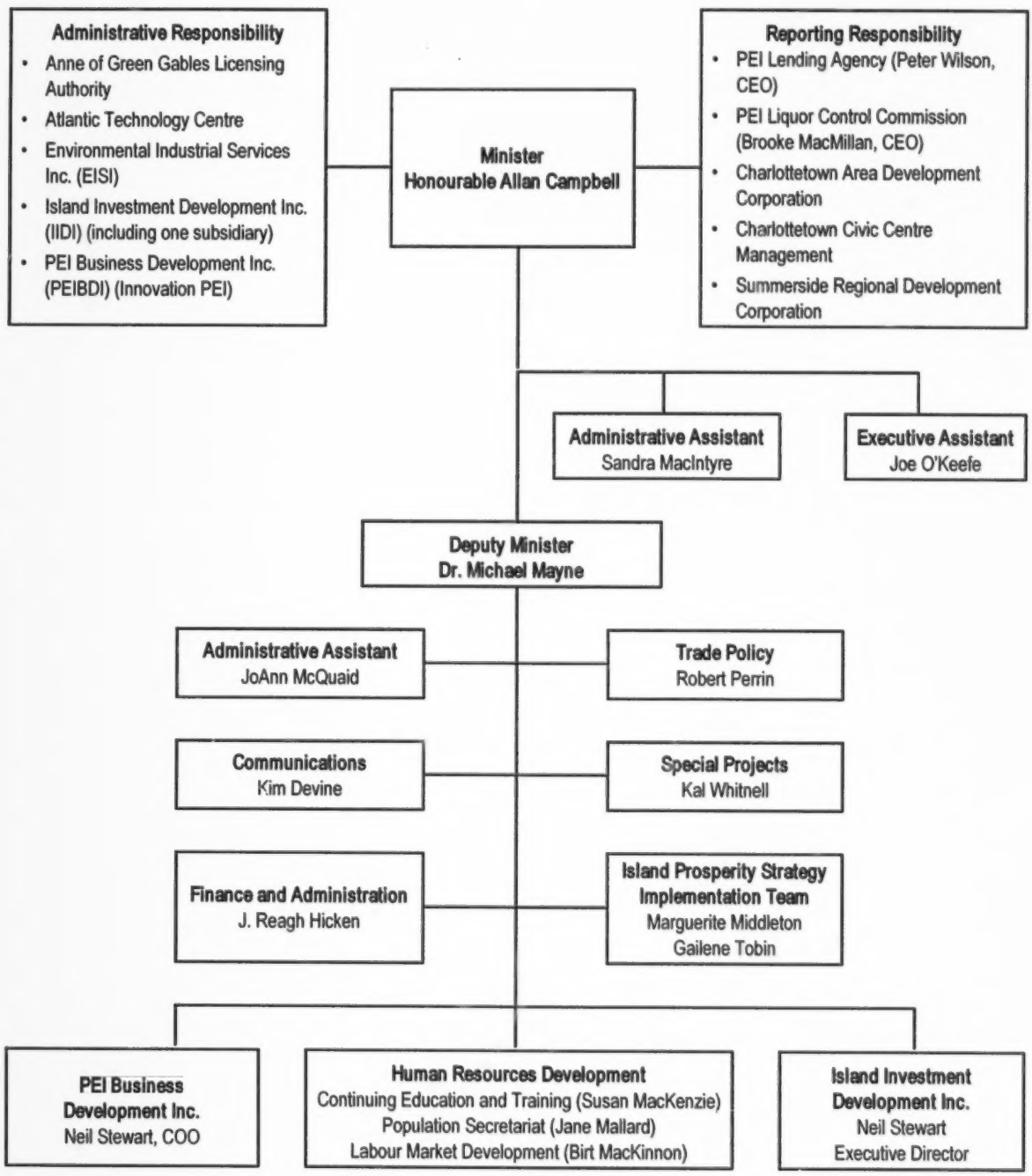
Apprenticeship and Trades Qualifications Act
Area Industrial Commission Act
Hairdressers Act
Holland College Act
Island Investment Development Act
Liquor Control Act
Maritime Economic Cooperation Act
Maritime Provinces Higher Education Commission Act
Prince Edward Island Business Development Inc. Act
Prince Edward Island Science and Technology Corporation Act
Private Training Schools
University Act

Board/Agencies/Commissions

Anne of Green Gables Licensing Authority
Atlantic Technology Centre Inc.
Charlottetown Area Development Corporation
Charlottetown Civic Centre Management Inc.
Corporate Services Limited
Environmental Industrial Services Inc.
Holland College Board of Governors
Island Investment Development Inc.
Maritime Provinces Higher Education Commisson
PEI Food Technology Centre
PEI Liquor Control Commission
Prince Edward Island Business Development Inc.
Private Training Schools Advisory Board
Private Training Schools Appeal Board
Provincial Apprenticeship Board
Student Aid Appeal Board
Summerside Regional Development Corporation

Organizational Chart

March 31, 2009



Communications Division

The Communications Division provides support to all parts of the ministry, including PEI Business Development Inc, PEI Food Technology Centre, The Liquor Control Commission, and the Atlantic Technology Centre.

Communications continued the effort, in conjunction with the Minister and other ministry divisions, to produce information that highlighted the province's continuing strong economic growth, especially with respect to job creation, exports, sales, and the establishment of new businesses.

The staff continued to provide communications support to the Minister and Deputy Ministers' offices including speech writing, media releases, media events and briefing notes.

Continuing Education and Training Division

Role of the Division

The Continuing Education and Training Division is responsible for ensuring the delivery of and access to post-secondary education, training and adult learning programs and services in Prince Edward Island. Within the division, there are five areas of responsibility: Apprenticeship Training, Literacy, Post-Secondary Education, Private Training Schools and Student Financial Services.

In April 2008, the Division of Continuing Education and Training was transferred to the Department of Innovation and Advanced Learning. The change resulted in a slight reduction in full time equivalent staff for the Division as teacher registration duties remained with the Department of Education.

Fiscal Year	2005-2006	2006-2007	2007-08	2008-09
Human Resources (FTE)	19	19	18	16
General	$870,822	$773,851	$807,029	$683,704
Apprenticeship and Training	$330,077	$444,231	$922,566	$1,254,113
Post-Secondary Grants	$58,325,137	$61,620,261	$71,055,858	$74,744,148
Total	**$59,526,036**	**$62,838,343**	**$72,785,453**	**$76,681,965**

Major Achievements

- In 2008, the Provincial government enhanced the existing Island Student and Island Skills awards and created the George Coles Bursary. The bursary is intended to improve access to post-secondary education and encourage Island students to study at our Island's publicly funded post-secondary institutions. Eligible Island students registered in a full-time program at UPEI receive the $2,000 George Coles Bursary in their first year of study. Eligible Island students registered in a 2-year program at Holland College or la Société éducative will receive varying amounts dependent upon the rate of tuition. In 2008, George Coles Bursaries in the amount of $2,206,000 were awarded to1,103 Island students attending all three publicly funded post secondary institutions.

- In partnership with our new Student Loan Service provider, the Department of Education in Nova Scotia, PEI Student Financial Services introduced the new online application in 2008. The user-friendly online application made it quick and easy for our Island students to apply for their student loans online. This long-awaited online option was well received

by our students; over 70% of the 2008 – 2009 student loan applications were submitted online.

- The Farm Technician Apprenticeship Program was introduced in January 2009 in Slemon Park. Twenty apprentices registered for the program.

Goals of Continuing Education and Training
Improve access for continuing education learners
Improve support opportunities for continuing education learners
Increase the level of learning of the citizenry
Increase the skill level of the workforce relevant to PEI's economic development needs
Increase learner satisfaction with divisional programs and services
Increase learner satisfaction with continuing education's learning opportunities
Increase employee satisfaction
Increase the level of integration and cooperation within the continuing education system on PEI and among continuing education jurisdictions

Activities

Apprenticeship Training

- Seventy apprentices graduated and received their Certificate of Qualification in May 2008.
- Certificates of Trade Qualification were issued to 192 tradespeople.
- The Apprenticeship section saw 218 new apprentices registered in a variety of trades.
- Three hundred apprentices attended in-school technical training.
- Ten high schools heard presentations promoting apprenticeship and ASAP (Accelerated Secondary Apprenticeship Program), 1148 students attended the presentation.
- In 2008-09, 23 youth were registered in ASAP.
- Eight ASAP participants graduated with skill and time credits in their trade.
- Eight ASAP bursaries awarded, for a total value of $8,000.
- One hundred twenty five people have participated in Trade Essentials (formerly Path to Success) pilot project. The initial assessment of a range of trades including carpenters, cooks, welders, automotive service technicians, steamfitters/pipefitters and plumbers. The project includes the incorporation of essential skills and Prior Learning Assessment and Recognition into the apprenticeship system. This will lead to an increase in the number of registered apprentices and the number of licensed tradespeople within the province
- Nine hundred students took part in various activities celebrating National Skilled Trades and Technology Day on November 5, 2008

- Fifteen Junior High girls were involved in activities that promote female participation in skilled trades through the Girls Exploring Trades and Technology (GETT) camps, in association with Skills Canada - PEI.

Literacy Initiatives Secretariat/General Educational Development (GED)

- Over 600 seasonally employed Transportation and Public Works employees received information on learning opportunities available to them through the Literacy and Learning Initiative announced by Premier Ghiz in 2008. As a result many decided to work on completing grade 12 by writing the GED tests, others decided to enroll in academic upgrade at Holland College and some have pursued post secondary education.
- Over 900 Islanders were enrolled in the Literacy/Adult Basic Education program where literacy programs, high school credits and GED Preparation courses are available free of charge.
- GED/grade 12 equivalency tests were written by 362 people, of whom 232 passed all five tests which include: Language Arts Reading, Social Studies, Science, Math and Language Arts Writing. All five tests must be passed to receive the PEI Grade 12 Equivalency certificate.
- Twenty-seven adult learners received the PEI High School Graduation Certificate for Mature Students following completion of credits required for the certificate.
- Two hundred Islanders attended Prior Learning Assessment and Recognition courses, workshops and consultations were offered by Workplace Learning PEI, Inc.
- Four hundred Islanders attended Essential Skills information sessions, assessments and training delivered by Workplace Learning PEI Inc.
- Essential Skills: The Hub of Success project began in January 2008 and will continue to November 30, 2010 at Amalgamated Dairies Ltd. and Trout River Industries. The project which includes assistance in establishing Essential Skills Learning Centres in each of the sites to help employed workers access learning opportunities at work has proven to be highly successful.

Post-secondary

- The University of Prince Edward Island's base operating funding increased by $2.32 million.
- The Atlantic Veterinary College Agreement was signed on December 8, 2008 between Prince Edward Island, Nova Scotia, New Brunswick and Newfoundland.
- Holland College's base operating funding increased by $1.35 million.
- Funding was approved for Holland College to diversify The Culinary Institute by building a Food Product Development Lab which will combine culinary arts with the science of food to create marketable food products.
- For 2008-09 academic year, government provided funding which enabled UPEI to cap tuition increase at 2%.

Private Training Schools

- Five hundred and five out of 590 students enrolled in private training schools graduated in 2008-09. One new private training school program, Resident Care Worker program at CompuCollege was approved. Student satisfaction surveys were conducted for 14 programs.

Student Financial Services

- Approximately 698 Island students enrolled at Holland College and Collège Acadie Î.-P.-É. were awarded $698,000 in Island Skills Awards. Two thousand and forty Island students attending the University of Prince Edward Island received the Island Student Award totaling $797,800.These awards have been a tremendous success as registrations at both Holland College and UPEI continue to rise despite the national trend of declining enrolments.
- Three thousand eight hundred and sixty seven students received Canada Student Loans totaling $22,268,981 while 2114 students received Provincial Student Loans, totaling $7,370,070.

Labour Market Development Division

Introduction

The Division is responsible for a variety of labour market incentives and supports that encourage growth and development in the Island's labour market. The Division's former responsibility for Community Development was reassigned within government leaving it with full responsibility for labour force development by way of existing provincial programs, the devolution of the Canada/PEI Labour Market Development Agreement and the transfer of the Canada/PEI Labour Market Agreement.

The Division also assumed a more dedicated responsibility for the changes required under Chapter seven of the *Agreement on Internal Trade* as it relates to labour mobility within Canada.

The adjustments and changes to the Division over the year, including a more focused agenda, positioned it to accept the Federal Agreements and assume leadership for the Provincial Government's support and growth of the Island's labour force.

Special Initiatives

1. LMDA Transition Team

In early 2007 the Government of Canada offered to devolve delivery of the Canada/PEI Labour Market Development Agreement (LMDA) to PEI. On September 5, 2008, the Canadian and Prince Edward Island governments formally signed the new LMDA and both parties immediately established transition teams to manage the ownership transfer prior to the formal devolution date of October 5, 2009.

During the winter of 2009 departmental staff negotiated the Employment Transfer Agreement (ETA) to allow for the transfer of 40 positions to the Province. The agreement was formally signed by both governments on March 5, 2009.

In late March, the Province signed the Information Technology Agreement valued at $2.5 M which enabled the Province to accept and adjust Saskatchewan's One Client Service Model (OCSM) technology system to deliver labour market programs in PEI.

2. Labour Market Agreement 2008-2009

On September 5, 2008 the Government of Canada and the Province of Prince Edward Island signed the Labour Market Agreement (LMA) which will inject more than $12 million over the next six years into the Prince Edward Island labour market programs and will be an important resource to support labour market training in the Province.

Prior to the beginning of each fiscal year, Prince Edward Island agreed to develop and share with the Government of Canada an annual plan relating to eligible programs PEI will deliver during the fiscal year. PEI must also report the results the eligible programs achieved in the fiscal year that is attributable to the funding provided by Canada under the LMA.

Prince Edward Island developed and began the implementation of programs funded under the LMA in 2008-2009. The LMA provided $351,500 to the following programs: Apprenticeship Program, Co-op Program, Recent Graduate and Immigrant Wage Subsidy Program, Community Engagement Programs at UPEI, Workplace Training and PEI Works.

Programs

1. Labour Force Development

The Labour Force Development Program provides financial support to private sector employers for wage subsidies, training programs and human resource planning which enables clients to obtain skills, knowledge and job experience.

Eligible private sector employers receive short term wage support to employ clients on a full time basis through Labour Force Development. For the year ending March 31, 2009, the Labour Force Development division approved 90 projects through provincial programming which employed a total of 98 people.

2. Workplace Training Program

Recognizing the need to help prepare our workforce to meet the challenges of an increasingly competitive marketplace, the Workplace Training Initiative was announced in 2007. The Workplace Training Initiative is designed to support Prince Edward Island employers to improve productivity and competitiveness. In fiscal year 2008-09, several training initiatives were funded within the aerospace, manufacturing and tourism sectors.

3. Workplace Resources Program

In July 2005 an Employment Service Contract (Workplace Resources) was approved through the Canada/PEI Labour Market Development Agreement to provide job search assistance to unemployed Islanders. Workplace Resources staff offers one-on-one consultations, career exploration, program referrals and support to both the client and the employer. For the year ending March 31, 2009, 878 clients were referred with 502 of them securing private sector employment.

4. Post -secondary Program (*Private, Public and Non-Profit)*

The Post Secondary Program was implemented in the summer of 2005. The program was designed to create summer jobs for post secondary students by providing a financial incentive to Island employers who provide students with summer employment in their field of study. Eligible employers can include private, non-profit and public sector businesses operating on Prince Edward Island. Projects range in duration from 8-14 weeks. Post Secondary rates of pay are set by Treasury Board.

In 2008-09 fiscal year, the Post Secondary Program supported 97 student projects. There were 28 students supported in the private sector, 58 supported in the non-profit sector, and 23 supported in the public sector.

5. Targeted Initiative for Older Workers – Passport to Employment

In April 2007, the Government of Canada entered into an agreement with the Government of Prince Edward Island to implement and cost share the Targeted Initiative for Older Workers (TIOW)initiative. This initiative was established to provide unemployed workers aged 55 - 64 with programming aimed at increasing their employability, re-integrating them into employment and ensuring they remain active and productive labour market participants.

Under the TIOW, the Passport to Employment Program provides training courses across the province. The program curriculum focuses on job search skills, computer training and personality types. Courses range in duration from five to six weeks. A weekly stipend is provided based on the PEI minimum wage rate. Participants receive support to seek and obtain employment both during and after completion of the course.

Passport to Employment partners with business sectors for delivery of over half the courses. Individuals with expertise in the business facilitate their part of the course.

In fiscal year 2008-09, there were 11 Passport to Employment courses delivered throughout PEI. There were 144 mature workers who participated in the program. Of those 144 participants, 87 individuals or 61% acquired employment.

Population Secretariat

Overview

Originally created in 2005, the Population Secretariat underwent a restructuring in August 2008. With this restructuring came a new location at the Atlantic Technology Centre, a new organizational structure, and an expanded mandate.

Organizational structure – August 2008

- Director
- Manager of Population Services
- Settlement Officer
- Accessibility Services & Settlement Officer
- CAP YI Provincial Coordinator and Diversity Officer
- Recruitment Officer
- Repatriation and Policy Officer
- Administrative Support

Settlement

Settlement Services
The Population Secretariat has developed, managed and formalized the relationship with the Province's only settlement service agency, the PEI Association of Newcomers to Canada (PEI ANC). Understanding how PEI ANC functions, developing relationships with staff and gaining a clear understanding of the programs and services PEI ANC delivers, has and continues to be, a priority for the Population Secretariat. Since the summer of 2008, the Secretariat has been conducting extensive research for the purpose of developing policy and framework for the Settlement Strategy. This is an ongoing endeavor and has been instrumental in determining direction for settlement in Prince Edward Island.

Language Services
A direct impact of population growth has been a proportional increase in language training seats needed to satisfy the language requirements within each applicant's commitment to acquire English skills. In 2008/09 the Population Secretariat purchased 182 seats totaling approximately $650,000 in language training funds. The Population Secretariat continues to evaluate the status of the wait list to determine the seat requirement throughout the year and considers language training a key to improving immigrant retention.

ARAISA Settlement Conference
The Population Secretariat had a significant presence at the Atlantic Region Association of Immigrant Serving Agencies (ARAISA) conference in the fall of 2008. Participating on the panel and in the break-out sessions enabled ARAISA participants to better understand the direction of

Prince Edward Island in terms of settlement and provided the Population Secretariat staff with a better understanding of how settlement is handled in the Atlantic region.

CIC Immigration Portal

Another settlement initiative the Population Secretariat has been responsible for this year is the Citizenship and Immigration Canada (CIC) Portal Fund. CIC created the fund in the 2006-07 fiscal year and allocated funds to individual jurisdictions in each province and territory to increase the quality and quantity of online content for potential and landed immigrants. The targeted outcome is to improve recruitment, integration and retention. PEI has a four-year financial agreement with the federal government to assist with costs associated with this initiative.

PEI Association for Newcomers to Canada

During 2008-09, Prince Edward Island partnered with the PEI Association of Newcomers to Canada to fund settlement services in the Province. Many projects were successfully completed, including translation of crucial settlement documents, the upgrading and maintenance of web tools and the development of content to assist newcomers to Prince Edward Island.

The services that the PEI Association for Newcomers to Canada deliver are an excellent resource for newcomers and all levels of government on Prince Edward Island. The PEIANC is often the first destination for newcomers once they have arrived in the Province and provide a large variety of settlement, training, employment assistance and other services to the clients they serve.

With their first visit to the PEIANC, a newcomer goes through an assessment process and from there services provided to these individuals are tracked and recorded. This allows for better resource planning for future projects and assists to demonstrate what services are heavily relied upon and what anticipated numbers and resources could be for years to follow.

During the 2008-2009 fiscal year the PEIANC reported the following intake numbers:

Top Source Countries

1. China	534
2. South Korea	96
3. United Kingdom	64
4. Taiwan	60
5. Germany	40

Total clients - 1,051

Top Categories Requesting Services:

1. Provincial Nominees	775
2. Visitor Visas	73
3. Work Permit	62
4. Refugee (CR1 Government Assisted)	35
5. Study Permit	32
6. Spouse	28

Confederation Centre Library, English as a Second Language Tutoring Program

The Population Secretariat was pleased to renew financial support to the Confederation Centre Library for its successful, English as a second language volunteer tutoring program.

This program provides newcomers with the opportunity to practice their spoken language skills in a friendly and social setting. The benefits of this program are far reaching. Purchased resources, print and electronic language learning resources can be distributed when needed to any of the 26 provincial libraries within the Province.

This funding also assists in the staffing of a multilingual employee to assist volunteers and those in the immigrant population. In the true spirit of Prince Edward Island, this program relies on the dedication of volunteers to provide service to the newcomers. These volunteers are provided with proper resource training before being partnered with newcomers.

The language training selection includes significant print and audio resources for tutors and learners, some of which are available for use at home and some for use at the library.

At present there are approximately 275 newcomers matched with volunteer trainers.

Innovation Fund

Citizenship and Immigration Canada recently created a new approach to settlement programming. This approach aims to enhance flexibility, coordination and responsiveness in programming. One of the key elements of the new programming approach is the Innovation Fund. This fund supports departmental priorities as well as national projects and overseas initiatives related to one or more of the programming themes.

The amount of the Innovation Fund is set at a maximum of five percent of the basic settlement funding allocation for each province or territory. This percentage will be evaluated on a yearly basis.

The Innovation Fund places greater emphasis on planning and capacity assessment, needs assessment and accountability and is intended, overall, to contribute to improved newcomer settlement outcomes. Settlement programs and services are articulated by themes (information and orientation, language and skills development, labour market participation, community connections, as well as assessment and referral services, and support services), which can be combined as required to meet newcomer needs.

The Population Secretariat submitted a proposal under the language/skills development and labour market participation theme. The submission was for $350,000 over two years. The program would employ six students and would be delivered to junior high students across the province. The target demographic is international students and immigrant youth. This was Prince

Edward Island's first attempt at a submission for the CIC Innovation Funding and unfortunately, it was not chosen as a successful submission.

Diversity

The year brought an increased focus on diversity awareness and education with creation of the Population Secretariat Diversity Program. This program included a number of activities and initiatives. They included:

- Cultural Training for Staff - The Population Secretariat hosted individuals from diverse cultural backgrounds to share their cultural customs, standards, as well as their settlement rewards and challenges on Prince Edward Island. Cultural awareness sessions are ongoing with community members and organizations.

- World Map - The Population Secretariat has placed a large world map, in the office, highlighting many of the countries from which Prince Edward Island residents have originated. The map is titled *This is our Island* and is a focal point of the office.

- A notice board has been created to keep staff aware of cultural events in Prince Edward Island. This has allowed staff to attend culturally diverse events throughout communities across the Island.

- Welcome Mural - This mural is located on the exterior frosted windows of the office and features the word *welcome* in over thirty languages which have been hand-written by Island Immigrants. This is an on going project that welcomes residents of Prince Edward Island.

- Staff Events - The Population Secretariat Diversity Program has also encouraged staff to attend diversity focused events such as the Atlantic Region Association of Immigrant Serving Agencies (ARAISA) conference, "I"- Learning Event – Strengthening our Organizations and Communities by Integrating Immigrants, just to name a couple.

Research - Immigrant Entrepreneurs on Prince Edward Island

As part of the mandate to attract and retain immigrant entrepreneurs, the Secretariat, in cooperation with the University of Prince Edward Island, contracted Dr. Godfrey Baldacchino to research immigrant entrepreneur successes and challenges.

The result was an attractive, user-friendly manual that celebrated the collection of entrepreneurs and inventors who came to the province and successfully set up businesses or supported existing businesses. This document can be used as a recruitment tool and a teaching tool for other immigrants and Islanders.

Repatriation

Old Home Week

The 2008-2009 year marked the first year for dedicated repatriation initiatives within the Population Secretariat. Recognizing the existing linkages between former Islanders and their home province and paired with the desire to return, the Population Secretariat established a presence at the 2008 Old Home Week. At this event, staff of the Secretariat were equipped with up-to-date industry information and employment opportunities and the booth served as an excellent opportunity to open a dialogue with ex-pats and potential new recruits on what opportunities exist in the province. All interested individuals were able to register for the monthly newsletter.

Population Secretariat Newsletter

The inaugural Population Secretariat Newsletter was released in October 2008 and targeted Islanders who have moved off Island. The articles were designed to show Islanders that Prince Edward Island is growing and has more to offer than ever before. Consisting of five articles focusing on Industry Growth, Finding a Career, Creating a Life, Prominent Islander Profiles and Belonging to a Community. The mailing list created during Old Home Week held 519 names and this list continues to grow. Web analytics show that the number of articles actually opened from the newsletter grew over 300 percent since inception.

Toronto National Job Fair and Training Expo

In order to expand the reach of the repatriation message, the PEI Population Secretariat participated in the Toronto National Job Fair Expo in September. This bi-annual event is heavily marketed towards highly skilled individuals seeking opportunities. This job fair is well attended by most Canadian provinces looking to capitalize on the substantial Ontario talent pool. While a number of former Islanders were encountered during this event, results have proven that greater successes were from non ex-pat recruitment. Factoring this in, the Population Secretariat once again participated in the National Job Fair in late March. While keeping our repatriation mandate in mind, attendance was targeted more towards the general recruitment of skilled workers. Extensive industry consultations were conducted prior to this second event, which identified 74 employment opportunities requiring recruiting assistance. Additionally, to support the recruitment goal and increase PEI's on-site presence, a total of three Island employers accompanied the Recruitment and Repatriation team to Toronto.

Recruitment

Recruiting quality skilled workers that correspond with skills shortages remains a primary initiative of the Secretariat. A key factor in the success of recruitment missions is the importance of reliable information from Island employers and expanding strong relationships. Prior to committing to recruitment events, a significant amount of industry consultation is done to ensure and identify the degree of need for workers. Preparation for the 2008-2009 recruitment initiatives to the United Kingdom, Germany and the Netherlands had resulted in a total of 94 employment positions being identified by Island employers for recruitment.

The following is a breakdown of the employment opportunities by industry:

- Information Technology 50%
- Residential Construction 14.28%
- Bioscience 10.71%
- Trucking 7.14%
- Aerospace 7.14%
- Video Game Development 7.14%
- Commercial Construction 3.59%

2008/2009 Events Attended by the PEI Population Secretariat:

London Games Festival	September 2008	Video Game Industry
Destination Canada	November 2008	Francophone recruitment
Opportunities Canada	November 2008	Aerospace, trades, transportation
Emigrate Circuit	February & March 2009	All industries. General emigration event.
ZAV	February 2009	Transportation and trades
National Job Fair	March 2009	All industries

From these events, approximately 360 legitimate leads were obtained. A legitimate lead is considered to be an individual encountered at a recruitment fair who has a skill set that has been identified as 'in-demand' with Island employers. Upon return to the office, follow-up with this individual is initiated and a CV is requested. If the individual responds with a CV, they are considered to be a legitimate lead and an employment profile is created. Employment opportunities are then matched to the skill-set of the individual. The occupational breakdown of these leads are as follows:

- Information Technology 33.94%
- Skilled Trades 20.49%
- Other 18.04%
- Aerospace 10.6%
- Finance 8.12%
- Bioscience 3.53%
- Trucking 2.82%
- Health 1.06%
- Agriculture 0.7%
- Government 0.7%

New Market Initiatives

Previous efforts surrounding skilled worker recruitment have all used the 'Live, Work, Play' theme created approximately four years ago by the Population Secretariat. For the recruitment season of 2008, a new marketing theme was created in order to update the messaging and ensure PEI maintained a competitive appeal when compared to the other provinces. Based on 'It's about Time (to discover PEI)', the new theme has received significant, positive feedback. Materials created and updated with this theme include the expo booth, apparel, post-cards, information brochures, promotional video, website and others.

PEI Job Link/Opportunities PEI

The PEI Job Link / Opportunities PEI web portal was one of the main tools implemented during the recruitment missions. The PEI Job Link section is focused on the emerging and primary industries in Prince Edward Island and connects job seekers with companies. Opportunities PEI gives international users additional information regarding how to immigrate to PEI and links to programs, such as the Provincial Nominee Program. Each site collects resumes from potential recruits that can then be accessed by Island companies. Additionally, all contacts obtained from the recruitment initiatives are encouraged to sign-up for the free services of PEI Job Link. This increases the number of registered job seekers, which in turn, provides more selection for PEI companies.

The recruitment efforts of the PEI Population Secretariat will continue, where deemed necessary, based on industry collaboration and consultation. Priority efforts will continue to align with the labour force growth targets outlined in the Island Prosperity Strategy. Francophone recruitment is also an area of concentration with partnerships formed with various Francophone communities and the RDEE, the lead Francophone economic development agency in Prince Edward Island.

Retention

National Skills Competition

Much of the planning for the May 2009 National Skills Competition hosted in Charlottetown was carried out by staff of the Population Secretariat during the 2008-2009 fiscal year. Staff were busy preparing for the 500 provincial and territorial competitors representing more than 40 skilled trades and technologies. In addition, there were more than 700 volunteers from across the country attending as technical advisors, judges and coaches and over 3000 students visiting throughout the duration of the competition. The PEI Population Secretariat was a platinum level sponsor, providing a significant financial contribution towards the coordination of this event. Two staff members were assigned to the file. One was involved in the financial management of the event and also served as a member of the Operational Committee Board. The second staff member represented the Population Secretariat at the event as a retention initiative.

Career Profile Handbook

The Career Profile Handbook was created to bring attention to potential careers within PEI's sectors: agriculture, aerospace, bioscience, construction, financial services, IT, manufacturing and skilled trades, professional engineering, seafood processing, tourism and truck transportation. The industry sectors are each represented with a brief introductory description and a number of career profiles. Each one-page career profile highlights a brief overview of the career, PEI salary and job outlook expectations, recommended skills and attributes, general training required, PEI training available and listings of PEI companies that offer these careers.

The handbook began as a tool for high school students, primarily grades 11 and 12, as they prepared for graduation and entrance into the workforce and/or post-secondary study. However, both the reception and demand has been impressive and widespread. Over 3,000 books have been distributed across Canada, the United Kingdom, the Netherlands and Germany. The handbook is available online, at all PEI provincial libraries and Access PEI sites, as well as at many high schools and employment training centres. The Population Secretariat will continue to update and distribute as a retention initiative.

PERCÉ

The PERCÉ program (Regional, Community and Economic Entrepreneurship Program) aims to raise the awareness of post secondary students regarding the rich economic and cultural opportunities offered by the various communities of Prince Edward Island. The program demonstrates to youth that it is possible to live and have a rewarding career in Prince Edward Island by offering a paid work placement in the participant's field of study. The participants are able to build a network of contacts and find potential jobs in their home province.

One of the program's objectives is to establish a long-term communication and promotion strategy in order to motivate and help participants better understand all the advantages their community..The ultimate goal of this program is to counter the "brain-drain" of young Islanders.

The Population Secretariat provided a $25,000 contribution to cover operational expenses for the 2008/09 fiscal year. There were 20 students enrolled in the 2008/09 program, up from 10 participants the year prior.

Community Access Program and Youth Initiative

The Community Access Program (CAP) is a Government of Canada initiative, administered by Industry Canada. The program plays a crucial role in bridging the digital divide by improving electronic access to government services; encouraging on-line learning and literacy; fostering the development of community based infrastructure; and promoting Canadian e-commerce. CAP is also complemented by its youth initiative, the Community Access Program Youth Initiative (CAP YI). The youth program provides employment opportunities to young Canadians between the ages of 15 to 30 in various CAP sites across the country.

PEI received approximately $273,000 for the 2008-09 fiscal year to provide assistance to the 41 CAP Sites across the province. The province received an additional $200,693 this year for the YI program to hire a total of 31 youth. The province supplements the federal funds, contributing $161,700 to CAP and $20,000 to CAP YI each year.

Partnerships

The Population Secretariat has formed many valuable partnerships since its inception. Partnerships range from government to community to businesses. Strong partnerships have allowed the Secretariat to communicate key messages and establish recognition of its mandate. The Secretariat is presently building on this and will continue to expand and strengthen its partnerships.

Additionally, the Population Secretariat co-chairs the Population Network, a network of municipal, provincial, federal, communities, newcomer associations, and other interested stakeholders. The network meets bi-monthly to discuss news, events and promotional activities around immigration and retention.

Partnerships include academia, communities, all levels of government, Islanders, newcomers, industry, settlement service providers, and many others.

Information and Statistics

Similar to the tracking within the PEIANC, statistics, information and research are critical to the operation and relevance of the Population Secretariat. It is these items that assist in the creation of new policies affecting newcomers, language training, settlement, recruitment, retention and more.
The majority of information and statistics collected and distributed by the Secretariat come from the Provincial Treasury, Citizenship and Immigration Canada, Statistics Canada and the PEI Association for Newcomers to Canada.

This information is used to assist in policy development and strategic planning for the Secretariat, as well as for other provincial department planning activities. The Secretariat has also assembled a library of statistical and research resources. In the future, infomatics will expand to include regular information dissemination, projections and labour market knowledge.

Finance and Administration Division

Finance and Administration provides support services to the operating divisions of the department. Major areas of responsibility include:

- Budget preparation
- Expenditure monitoring and forecasting
- Purchasing
- Invoice and expense claim processing
- Staffing
- Classification
- Payroll and benefits
- Staff development
- Other employee-related programs
- Records management

Trade Policy Division

Prince Edward Island's economy is increasingly dependent on the export of goods and services produced on the Island. Various international trade agreements that the federal government enters into provide the framework for Prince Edward Island companies to conduct business around the world. The Agreement on Internal Trade (AIT) between the federal and provincial/territorial governments govern interprovincial trade in Canada.

The activities of the Trade Policy Division focus on the areas of trade policy development, advocacy and provincial coordination:

1) The Trade Policy division represents the Government of Prince Edward Island on the Atlantic Procurement Coordinating Committee which oversees the administration and further development of the Atlantic Procurement Agreement. The agreement, which was entered into by the Council of Atlantic Premiers, aims to reduce interprovincial barriers related to purchasing of goods, services and construction by Atlantic provincial governments.

2) Act as PEI's Internal Trade Representative to coordinate and provide provincial input into issues raised under various chapters of the Agreement on Internal Trade (AIT). The AIT is an agreement to reduce and eliminate trade barriers within Canada, entered into in 1995 with the Federal Government of Canada and the other Provincial and Territorial governments.

   Work continued in support of the Government of Prince Edward Island's participation in the Council of the Federation's work plan to strengthen interprovincial trade and to re-invigorate the AIT. During 2008, the negotiation of the revised AIT Dispute Resolution chapter was completed and approved by the Committee on Internal Trade (CIT) Ministers and individual government approvals were underway. Efforts to negotiate an AIT Energy Chapter also took place during the year.

3) Represented the interests of the Government of Prince Edward Island on the Federal/Provincial/Territorial Committee of Officials on International Trade. Supported the Federal Governments Global Commerce Strategy as Canada moves forward with an ambitious Free Trade Agreement Agenda by providing expertise for key international trade agreements:
   - European Free Trade Agreement (EFTA)
   - Bilateral agricultural agreements with various countries
   - Various bilateral and regional free trade agreements that the federal government is engaged with: Columbia, Jordan, Panama, India, Singapore, Caribbean Community
   - Canada-Peru Free Trade, Labour Cooperation and Environment Agreement

4) Provide trade policy advice to government departments, agencies, boards, Prince Edward Island industry and represent the Government of Prince Edward island with respect to various trade disputes or issues including: United States restrictions on cattle and beef, Softwood Lumber Agreement.

Appendixes

Appendix A

Departmental Staff Complement

Permanent

On March 31, 2009, the Department had 33 Permanent full-time equivalent positions. Following is a breakdown:

Departmental Management	5
Labour Development Division	6
Continuing Education and Training	17
Population Secretariat	5
	33

Casual

Approximately 21 employees were employed on a casual/contract basis.

Appendix B

Financial Information		
	Unaudited Actual 2008/09 $	Budget Estimate 2008/09 $
Expenditures by Division		
Departmental Management	1,285,717	1,571,600
Labour Market Development	3,897,901	3,241,400
Training and Post Secondary Education	77,431,965	77,065,600
Total Department	82,615,583	81,878,600
Revenue	8,233,336	7,031,500

Department of Innovations and Advanced Learning Expenditures by Division	Unaudited Actual $	Budget Estimate 2008/09 $
Departmental Management		
Administration	49,949	45,500
Equipment	3,382	9,000
Materials, Supplies, and Services	47,955	32,000
Professional and Contract Services	67,351	45,800
Salaries	952,174	1,123,000
Travel and Training	41,753	66,300
Grants	123,153	250,000
	1,285,717	**1,571,600**
Labour Market Development		
Administration	30,128	39,500
Equipment	642,116	4,000
Materials, Supplies and Services	22,717	13,900
Professional and Contract Services	260,572	51,300
Salaries	749,509	572,600
Travel and Training	52,727	49,300
Jobs For Youth	600,151	663,500
Grants	1,539,981	1,847,300
	3,897,901	**3,241,400**
Training and Post-secondary Education		
Administration	58,757	97,900
Equipment	164,674	98,600
Materials, Supplies and Services	54,496	86,800
Professional and Contract Services	691,975	841,900
Salaries	902,583	936,600
Travel and Training	60,832	30,500
Grants	75,498,648	74,973,300
	77,431,965	**77,065,600**
	82,615,583	**81,878,600**